



January 30, 2023

Dear Local Business,

The Cowboys Forever Foundation Rodeo, held at the Eagle County Fairgrounds, would like to invite you to become a sponsor of the 2023 summer rodeo series. We are excited for another year of summer rodeos to bring the community together and bring awareness to a persistent issue in our county.

The aim of this rodeo series is to offer the community a place to visit during the summer months and to support up-and-coming rodeo contestants from around the state. All proceeds from the event will be used to fund the Cowboys Forever Foundation, whose mission is to preserve our western heritage and support our community. We have also partnered up with Speak Up Reach Out (SURO) to raise awareness about suicide. Last year, we were able to donate \$6,000 for SURO from rodeo gate proceeds. Eagle County reached a record high of suicide deaths in 2018 with 17 lives taken. Eagle County also averaged nearly a suicide attempt per day in 2018, with a total of 324 suicide attempts. There were 11 lives taken by suicide in 2019, 12 lives taken in 2020, and nine lives taken in 2021. Even though the number of suicides are decreasing from the spike in 2018, there is still a need for mental health support systems and awareness about these issues our county is facing.

This year's rodeo series will take place the beginning of June to mid-July on Friday nights starting at 7:30 pm. The dates are June 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup>, and 30<sup>th</sup> and July 7<sup>th</sup>, 14<sup>th</sup>, and 21<sup>st</sup>. We will have saddle bronc/bareback/ranch bronc, team roping, ladies breakaway roping, ladies barrel racing, junior barrel racing, dally ribbon roping, bull riding, calf scramble, and mutton bustin'.

By becoming a sponsor, you will become involved in the great sport of rodeo while advertising your company to countless spectators and competitors. You will also be supporting a great cause that targets an ongoing issue in our community. We have many different types and levels of sponsorship and would love to accommodate any additional ideas you may have. More information can also be found at our website: [cowboysforeverfoundation.org](http://cowboysforeverfoundation.org).

We hope you will join us with our 2023 Cowboys Forever Summer Rodeo Series and help support our community!

Thank you for your time,

Samantha Eckert Wittler

Cowboys Forever Foundation President

*Please contact Samantha Wittler at 970-376-2232 or [cowboysforeverfoundation@gmail.com](mailto:cowboysforeverfoundation@gmail.com) with questions or concerns.*

Cowboys Forever Foundation is a 501(c)3 organization. Your tax-deductible donation creates a partnership that helps us meet our goals of providing family-oriented entertainment, preserving the Western Culture in Colorado, and supporting youth rodeo contestants and our community.